**Promotion**

**Analyze a Promotion that your business created and answer the following questions and determine why they chose that method of promotion.**

**Please include the link to the promotion here: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**1.) Target Market**

a.) **Who are the customers the business is targeting?**

**b.) How many people are they trying to target?**

**c.) Where are they located?**

**d.) Where and how does the target market typically receive information?**

**2.) The Message**

**a.) What is the message the business is communicating**

**b.) Does everyone need the same information?**

**c.) Is the message simple or complex?**

**d.) Does the message need repeating for the target market to understand?**

**3.) Promotional Budget?**

**Is the business’ budget unlimited or restricted? Why?**

**People**

**How will your business use people in the selling of the products/services? Choose one of the following roles and describe how it is performed in the business.**

* + **Customer Service**
  + **Personal Selling**
  + **Support**